

Master Plan Map Comments for  
Planning District 2

Order:

- a. Submitted in Numerical Order (PD X – X.R)
- b. Staff Recommendation(s) in Numerical Order  
(PD X- X)
- c. Multiple Amendments

PD2 - 1R

PD 2



August 2, 2011

Lucinda Flowers  
City of New Orleans City Planning Commission  
1340 Poydras Street, 9<sup>th</sup> Floor  
New Orleans, LA 70112

RE: Magnolia Marketplace – Future Land Use Amendment

Dear Ms. Flowers:

The Housing Authority of New Orleans (HANO) is the owner of a certain piece of land approximately 6.10 acres, bounded by Clara, Toledano, Washington, and S. Claiborne Avenue, in New Orleans, Louisiana. HANO is in negotiations with Magnolia Marketplace I, L.L.C., a Louisiana limited liability company, to purchase this land. In conjunction with the redevelopment of the adjacent Harmony Oaks apartment homes, HANO anticipates quality retail for the area. To this end, Magnolia Marketplace I, LLC intends to execute a plan for retail with a large anchor and smaller supporting stores. It will likely be necessary to adjust the land use designation of this site as reflected within the New Orleans Master Plan Future Land Use Map. Therefore, HANO authorizes Magnolia Marketplace I, LLC to submit an amendment request to change the future land use designation from Mixed Use Medium Density to Commercial and encourages the City Planning Commission to approve the application for this amendment.

Sincerely,

A handwritten signature in black ink, appearing to read "David Gilmore", with a long horizontal line extending to the right.

David Gilmore  
Administrative Receiver  
Housing Authority of New Orleans

PD 2. 3R

**CPCinfo**

**From:** EBultman@aol.com [EBultman@aol.com] **Sent:** Tue 12/13/2011 10:35 AM  
**To:** CPCinfo; CPC  
**Cc:**  
**Subject:** comment for CPC Meeting 12/13/2011 AMENDMENTS TO THE CITY'S MASTERPLAN  
**Attachments:**

## AMENDMENTS TO THE CITY'S "PLAN FOR THE 21<sup>ST</sup> CENTURY" ALSO KNOWN AS THE MASTER PLAN.

Written comments from Ellis Johann Bultman, owner

**RE: 1525 Louisiana Ave request for map change**  
**CPC Meeting of Dec 13, 2011**

Being out of town, please add the comments below to the record.

Historically the zoning on this property has been LI, C1 and finally C1-A , the last to accommodate then Councilman Singleton and the GDA to prevent further restaurant development on St Charles Ave.

The current use is mixed: residential, the business offices for the New Orleans Musicians Clinic which has over 2000 patients, musicians and culture bearers from South LA. Visit our web site: [www.neworleansmusiciansclinic.org](http://www.neworleansmusiciansclinic.org). And, the Bultman-Freret House entertain facility for corporate and convention businesses. The businesses which were permitted in C1-A would become non-conforming uses in the proposed zoning designation. They are not "neighborhood related".

Being 63 years old, I have no plans for further development. But we find our property in the middle of a sea commercial zoning and development and do not understand why 1525 Louisiana Ave should be the one-and-only residential lot when one considers both sides of the block and looks down the avenue to gas stations, fast food, a night club, a bank, medical services and lots of parking lots and garages. Soon there will be a food market and another bank. Furthermore, we do not understand why the planners would desire to have a non-conforming use in the creation of the PLAN FOR THE 21<sup>ST</sup> CENTURY.

We have been able to find an adaptive use for this property which permits us to maintain this historic property, which is under the control of the Historic District Commission of the Garden District.

We do not wish to become a non-conforming use. We ask that the land use designation be changed to conform to the designation found on either side and across the avenue from 1525 Louisiana Avenue, Mixed Use-Medium Density.

Emailed 12/13/2011 to [cpcinfo@nola.gov](mailto:cpcinfo@nola.gov)., [cpc@nola.gov](mailto:cpc@nola.gov),

**Application for Amendment to  
New Orleans 2030: Plan for the 21<sup>st</sup> Century (the Master Plan)**

**For 1525 Louisiana Ave. New Orleans La 70115**

**Reasons for change may address the following criteria:**

No change is requested but the maintaining the existing commercial zoning that is not limited to neighborhood related business activity. This map adjustment would make the existing businesses conforming uses rather than creating non-conforming uses in the new CZO.

I request that you consider designating all the zoning on the downtown side of Louisiana Ave between St Charles Ave. and Prytania St. HU-MU/MU1 which is consistent with the current uses. The only property not so designated is my lot.

1525 Louisiana Avenue, my home, also houses the Medical Clinic Office for the New Orleans Musicians Clinic since December 2005, a regional healthcare project serving S.E. Louisiana. We currently have 2000 plus patients whom we offer affordable health care and occupational wellness (Google New Orleans Musicians Clinic). This would become a non permitted use under the proposed RD zoning.

Since 1992, 1525 Louisiana Avenue has been the site of Freret-Bultman House, an entertainment facility targeting convention business, a non neighborhood related business.

**Change in land use trends.**

The land use in this block of Louisiana Avenue has been commercial and medical for many many years.

1510 LA. Ave. was the Red Cross center, then a rooming house and now a parking lot.

The corner of St Charles @ LA Ave. was a funeral home since the 1930's, now a defunct bookstore.

Across the street was a Hibernia Bank, then an Exxon station, now a lot with a proposed Iberia Bank.

Next to it was a doctors' office, now a drug rehab center. The existing parking lots were the Mahoner Clinic a doctor office and a Tastee Donut shop.

**Impacts on neighboring property.** None. Across the street is medical district zoning Adjacent properties are commercial-proposed as MU/MU1 in the CZO. Louisiana Ave is the ambulance access for Touro Hospital, the only ER uptown not on diversion. There is more than adequate on site parking for the current businesses.

**Evaluation of existing zoning classification & the current future land use classification.**

The current zoning is C1A. Designating 1525 Louisiana Ave HU-RD1/HU-RD2 is spot zoning for it is the only lot so designated. I am sandwiched between two HU-MU/MU1 parcels, the defunct bookstore and the gravel parking lot.

**Public benefits from the proposed change.** The benefit is creating a plan that is consistent with existing business uses of these property and not creating non-conforming uses from the outset.

**Health, safety & welfare.**

**Other factors.**

This lot is within the Garden District historic district.

Adjacent Property owners:

1510 Louisiana Ave (gravel lot): Anthony Bultman and Ellis Bultman (applicant).

Borders Bookstore: Sterling properties

Iberia Bank building site

NAMI

Parking Lots(Touro Hospital)